

# Media

## Reducing Churn in “Data-poor” environment

### THE CHALLENGE

beIN sports was facing large churn in most of its key markets in the MET Region – UAE, Saudi, Qatar, and most North Africa countries. One of the challenges is that in many of these markets beIN operates in a data-poor environment, with a large share of customers paying month-per-month in cash.

### OUR SOLUTION

We combined Microsegmentation and Pattern Modelling with our proprietary Attribution missing data technique to identify patterns of behaviour which led to customer churn. As a next step, we built a boosted Logistics Regression Churn prediction model, which focused only on regularly paying customers (As beIN was not interested in retaining customers who did not pay regularly). Based on the patterns of customer (un)successful journeys, we provided recommendations for specific retention initiatives.

### THE RESULTS

Our set of recommended initiatives was much more successful than previous exercises beIN had attempted in the past (2.7x times more engagement of the targeted customers in these initiatives). Based on the recommended initiatives, beIN was able to reduce churn amongst the targeted population by 21%.

